



OSKAR GROUP

**Accessorizing Your  
Wireless World**

2025



## • About us

Since the foundation in 1999, Oskar Group LLC has grown from a small family business in Dubai to a proud pioneer of the tech accessories industry with multiple offices, warehouses, and retail outlets across the Middle East, North Africa and Europe. Over the past two decades, we recommend the most suitable solution for all types of requirements for gadgets and tech accessories with advanced technology, professionalism, and customer relationship management.

The value based business approach made us one of the most trusted companies in the region, offering cutting-edge, cost-effective, and customized solutions. In addition, our competitive and experienced workforce enabled us to source, stock, and distribute quality products from all over the world to our valued customers. Our core values rely on stakeholders satisfaction, innovative partnerships and teamwork.

**25+** Years

**35+** Countries

**30+** Brands

**400+** Employees

**8000+** Products

**10000+** Customers



## • Vision

Most popular and reliable destination for all kinds of smart accessories and gadgets across the Middle East and North Africa.

## • Mission

Provide the maximum exposure of high quality tech products and accessories from the global brands to the MENA region offering exceptional pre-post sales services. Utilizing variety of wholesale and retail channels we would like to create an affordable and accessible atmosphere for all kind of tech products in the region with the support of competitive and well-experienced staff in sourcing, storing, and distributing the quality products across the region.

## • Operations

Adopting advanced sourcing and distributing techniques, our well trained team, consisting of 40 members of multitude nationalities, ensure the brand authenticity, product standard, the material quality, real-time delivery and effective post-sales services in each stage of business deals. Our well-organized sales management system provides better insights into purchasing and negotiating on the products which ends up in better client satisfaction and improved relationships with diverse stakeholders.

Our active social media pages, responsive e-commercial accounts, and efficient display stands could make an exciting role in boosting the reach to the maximum potential clients from different categories. The inventory management, order placement, stock evaluation, shipment tracking and sales analysis have simplified through an integrated information management system and a dedicated application.



**24/7**  
Customer  
Service

**06**  
Warehouses



**50-70**  
Tons of Shipment  
Monthly



## • Distributions Channels

Our legacy continued through product excellence, dedication, and best practices to create and maintain long-term relationships with the customers. Two decades of rich experience enabled us to set up a well-organized distribution system across the globe. Currently we have solid distribution channels in Middle East & North Africa.

Utilizing the variety of wholesale and retail channels, we have proudly supplied millions of high-quality accessory products to shops, individuals, distributors, and agencies across the MENA region and beyond. The competitive margins, assured post-sale services, and effective back end programs including marketing, training, customized displays were always the major attraction for our stakeholders.

# • Our Brands •



harman/kardon  
HARMAN

*Marshall*



SAMSUNG

SONY



*BOSE*



ELEEEELS

KiCA



G U E S S

KARL  
LAGERFELD



M  
LEVELD



PORODO



PAWA

POWERO



LèPRESSO



## • Moving Forward

We stay flexible to integrate the professionalism, quality, technology & expertise and always eager to cooperate with the global companies to assure the best suited products and services for customers while we grow our business. Our strategic relationship with many multi-national brands helps us to articulate advanced marketing strategies to ensure better product performance in the market. Using modern and conventional methods, we are confident to support the distribution and retail partners to grow into premier business entities in the respective regions.

Our brand selection, distribution agreements, sales channels were determined following a careful and futuristic scrutiny on the relevant market demands. So far we have exclusive distribution agreement with more than 50 brands.

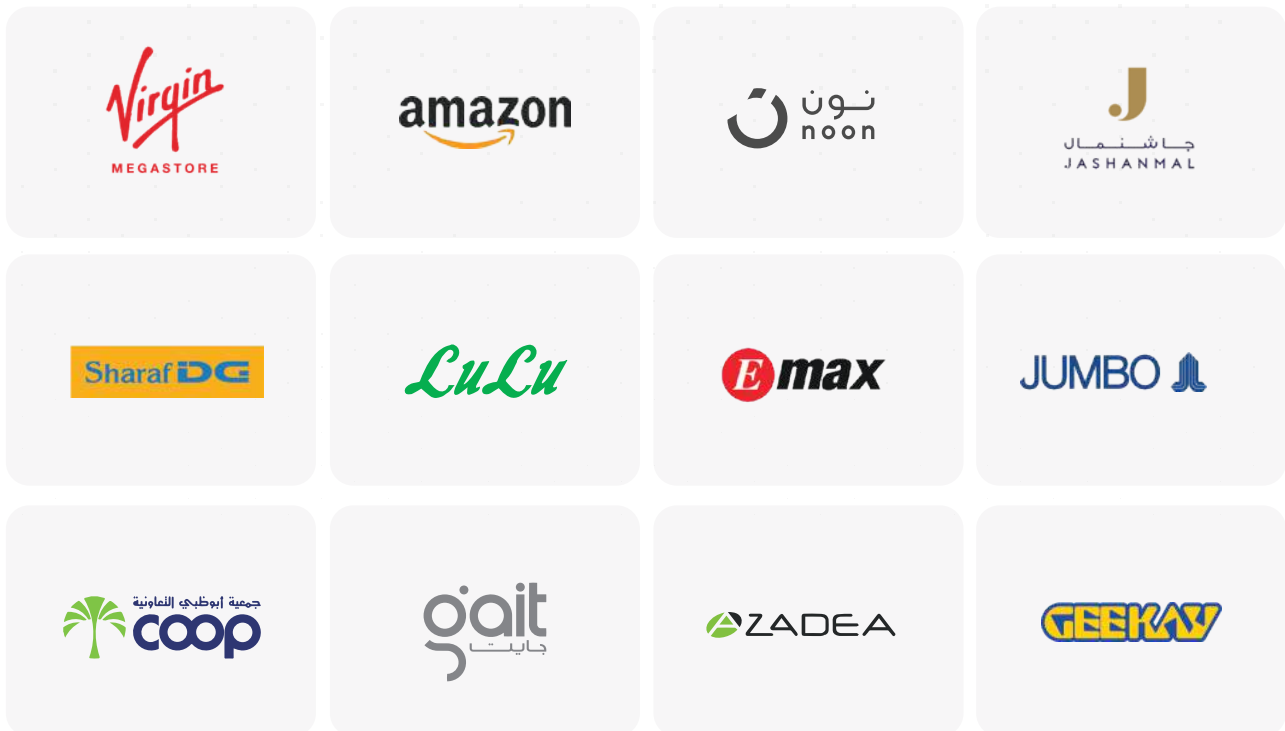
## • Marketing

Our rapid growth over the years is the result of an interactive marketing interventions in a well-organized structure. Whenever we make a new agreement with a brand, we follow a strong and comprehensive procedure to convert it as successful deal in the market.

Our marketing Approach is as follows:

- Exclusive Agreement with Brands.
- Product Training.
- Marketing Material preparation.
- Backend marketing campaigns as per the customer requirements.

## • Our Partners



**JBL**



**b**



**BOSE**



# Marshall



# SAMSUNG





KiCA



G U E S S



KARL  
KARL LAGERFELD





**PORODO**



**PORODO GAMING**



**POWEROLGY**



## LéPRESSO



## PAWA



## POWERC





OSKAR GROUP

**25 Years**  
of Distribution And  
Customer Satisfaction

#### **OSKAR GENERAL TRADING LLC**

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#### **OSKAR MODERN ELECTRONICS, OMAN**

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#### **OSKAR SAUDI (SMART CITY TRADING)**

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#### **Teqtronix International General Trading LLC**

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